PHILIP MORRIS USA — INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Arun Sinha

DATE: September 7, 1995

FROM: Karen Miller

SUBJECT: Basic Focus Groups

Focus groups have scheduled in San Diego on Wednesday Sept. 18 to explore smoker attitudes/imagery re Basic and GPC in a strong GPC market. All groups will be among non-mentholregular/occasional Basic or GPC smokers aged 21-45 years. Additional groups will be scheduled in Charlotte during the month of October. The specific times and facility location are shown below, directions for getting to the facility are attached.

San Diego - Wednesday, Sept. 20
Taylor Research
1545 Hotel Circle So., Suite 350
San Diego, CA 92108
800/922-1546
619/299-6368

1:00 pm	Male, Basic, 30-45 years
4:00 pm	Female, Basic 21-29 years
5:30 pm	Male, GPC, 21-29 years
7:00 pm	Female, GPC, 30-45 years

Please let me know who will be attending.

I'll be staying at the Stouffer Renaissance in Chicago and the La Valencia in La Jolla.

cc: D. Beran
G. Blumenthal
J. Bonhomme
A. Friedland
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